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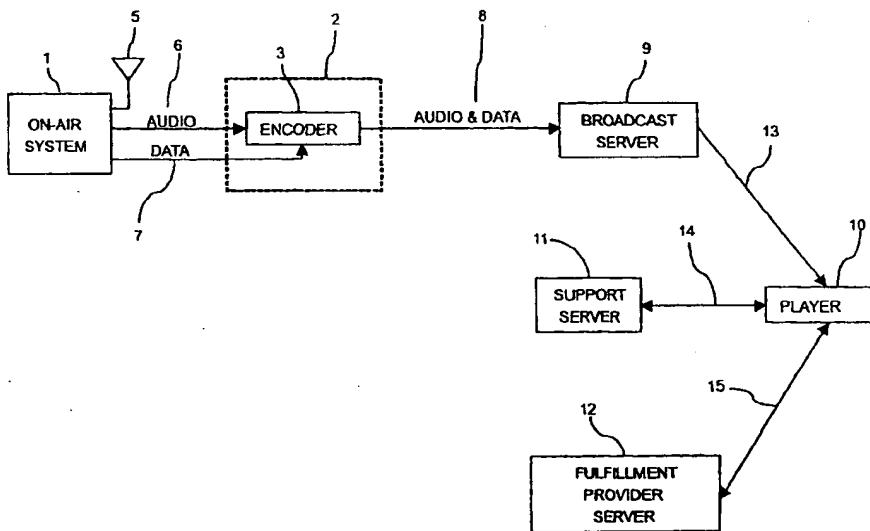
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(54) Title: SYSTEM AND METHOD FOR COORDINATING A VISUAL DISPLAY WITH AUDIO PROGRAMMES BROADCAST OVER A COMMUNICATIONS NETWORK



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(57) Abstract: A system and method of coordinating a visual display with audio advertisements broadcast over a communications network such as the Internet is provided. A run-time procedure in which the visual display is retrieved and concurrently displayed at about the time the audio advertisement is broadcast is described. In addition, a set-up procedure, in which scheduled broadcast times for the audio advertisements are captured and provided for use in scheduling the broadcasts of the corresponding visual displays, is also described. The system and method can be beneficially employed in other environments, such as the case in which a first audio, visual, or audiovisual segment or stream is coordinated with a predetermined second audio, visual, or audiovisual segment or stream, and a selected one of the first and second segments or streams includes or comprises advertising material.



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B. FIELDS SEARCHED

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 98 21664 A (INTERACTIVE BROADCASTER SERVIC) 22 May 1998 (1998-05-22)	1-4, 6, 12-14, 16-26, 28-40
Y	page 3, line 6-24 page 4, line 14 -page 5, line 5 page 8, line 28 -page 9, line 26 page 11, line 20-28; claims 1,4-14; figures 1,8 ---	5, 15, 27
X	EP 0 847 156 A (WOLFE ROBERT L) 10 June 1998 (1998-06-10) column 3, line 46 -column 5, line 1 column 6, line 5-11 column 6, line 44-55 column 7, line 7-14; figures 1,2 ---	1, 2, 6, 7, 14, 16-23, 28-40
		-/-

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

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Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5 774 664 A (HIDARY JACK D ET AL) 30 June 1998 (1998-06-30) column 4, line 28 -column 10, line 7; claims 1-3; figures 1,2,4 -----	5,15,27

INTERNATIONAL SEARCH REPORT

Information on patent family members

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